

Ethan Abeles
Transportation Scholar
Fort Clatsop National Memorial
June 25, 2004 – March 25, 2005

Final Project Report
April 25, 2005

I. Completed Objectives and Materials Produced:

1. Evaluated Summer 2004 Operations of New Shuttle System

- Designed, implemented and analyzed a comprehensive quantitative visitor survey.
- Produced three reports evaluating summer operations including: 1. [Visitor survey report](#); 2. [Park visitation report](#); 3. [Transportation and entrance fee revenue financial report](#).
- Assisted the Volpe Center in producing their independent [report of shuttle operations](#) for summer 2004.
- Collected and analyzed a wide range of data from primary and secondary sources including traffic count data for Fort Clatsop, historical visitation data for Fort Clatsop and a host of other regional and Lewis and Clark-specific attractions, ridership data for the intra-park shuttle as well as the regional transit buses serving the Park, data related to the ticket reservation system used by the Park, financial data for the Park, and other data sources.
- Gathered written and verbal comments from visitors, area residents, tour group operators and all other interested parties related to the new shuttle system. Synthesized these comments and other qualitative input into an internal report for Park staff in order to identify and correct problem areas related to the shuttle operations.

2. Worked with a range of stakeholders and interested community members in resolving issues surrounding the new transportation system at Fort Clatsop. This aspect of the job included attending a diverse mix of meetings and community events as well as being the point person at the Park for all questions related to the transportation system. Conducted a number of presentations at Fort Clatsop and in area workshops describing the new transportation system.

3. Developed marketing materials to advertise the intra-park shuttle system and regional transit buses for the summer 2005 season. These include:

- A large [color poster](#) advertising a summer visit to Fort Clatsop. 500 were printed.
- A black & white [rack card](#) providing the information needed for a summer visit to Fort Clatsop. 10,000 were printed.

- A [color brochure](#) funded by Pacific Transit of Washington. This brochure provided information on the regional transit system, specifically how it relates to a visit to Fort Clatsop or other site within the Lewis and Clark National Historical Park. 10,000 were printed.
 - Print [media advertisements](#) to be placed in area newspapers during the busy summer season.
 - Was the main point person at the Park working with a company contracted to produce recorded audio messages for the intra-park shuttles and regional transit buses serving Fort Clatsop. Helped develop the scripts for these messages.
4. *Developed materials needed by the Park as it expanded from a small National Memorial to an expansive National Park.*
- Using GIS, developed a [trail map for the new Fort-to-Sea Trail](#) that will be formally dedicated later in 2005.
 - Designed a [new map for the Fort Clatsop and Visitor Center area](#) highlighting the walking and hiking trails. This map appears on the website and behind the Visitor Center desk.
 - Developed a [large map showcasing all of the components comprising the Lewis and Clark National Historical Park](#). The history and current status of these various units is presented with text inside the geographical milieu of the map.
5. *Developed the resources necessary to analyze summer 2005 operations in a similar manner to the 2004 assessment. Trained relevant Park staff on the use of these resources.*
6. *Assisted in the creation of the Proforma financial record and the Value Analysis documenting costs and revenues of the new transportation system at the Park. This information was requested by the Alternative Transportation Program of the National Park Service.*
7. *Performed a number of Park-related duties in a Volunteer capacity.*

II. Problems overcome over the course of the project:

1. *Resistance in using the new shuttle system*
- Visitors to the Park often felt disappointment that they had to leave their private vehicle in order to ride the shuttle system. This was particularly a problem among return visitors and visitors from the nearby community.
 - The cost of the new system represented by the transportation fee was also met with resistance.

2. *Transportation Scholar played key role in alleviating this problem*

- As the point person at the Park in handling inquiries and complaints generated by visitors and stakeholders concerning the shuttle system, the transportation scholar helped defuse a potentially negative situation.